

# ABSTRACT OF THE DISCLOSURE

In an image processing apparatus, a pre-process section 101 eliminates a characteristic in original image data, which is possibly confused with a  
5 characteristic of a digital watermark, before the digital watermark is embedded. A watermark adding section 102 adds the digital watermark to still image data that is pre-processed by the pre-process section. A watermark extraction section 103 extracts the digital  
10 watermark. Thereby, a frequency component, which corresponds to a region of a frequency component to be embedded, is eliminated in advance, and the added digital watermark alone can be extracted.